

STORY MAP

2.1. Social Construction of Gender and Root Causes

The social construction section will focus on the background information needed to understand the gender gap. I will define gender and leadership in order to provide a better understanding of the data. I will delve into how the gender gap was developed in terms of root causes and perception of girls concerning leadership. Some noted root causes of the lack of women in leadership are: lack of confidence, stress, fear of public speaking, fear of embarrassment, fear of seeming bossy, negative peer pressure, and environment in the U.S. Internationally, national characteristics also play a role in the gender gap, for example girls math scores and parental leave availability. I want to show the statistical break down, bringing in sociological definitions in order to provide a general look at the social construction of gender leadership and provide further insights into root causes of this gap. I will also note the missing pieces to this project, including transgender research.

2.2. Perception of Women in Leadership

2.2.1 Younger perception

This section is centered on perceptions of women leadership from the point of view of girls and boys. Visualization will compare the current numbers of women in business and politics, with these perceptions. Many of the root cause statistics center around girls perceptions of how they will be viewed, thus comparing perceptions and reality will provide a better understanding of the gap. I want to focus on business and politics, where there are large gender gaps. Possibly looking into education as well, which especially in terms of higher education, where women attend at a higher percentage.

2.2.2 Perception of Women in leadership by women and men

Similar to the last section in terms of comparisons to the real world, but also looking into how those perceptions change for those in the workforce. Possibly exploring the difference between these two perspectives and how it relates to the numbers of women in leadership roles. These perceptions will also help aid in the understanding the social construction and root causes of the gender gap. I could also potentially break out business/ finance leadership into different sectors.

2.3. World gender gap

This section will take a step back to view the gender gap across the world. Many countries are working toward lessening the gender gap; however the gap still exists across the world. I want to show the big picture view of all the countries. Many issues focused on in the world concern politics, finance, health and education. I would focus on politics and finance, with the possibility of education as well (to mirror the U.S. data topics). Taking an overview of the gender gap around the world will give perspective to the previous sections which are U.S. based.

2.4 Solutions Ways to lessen the gender gap

Many of these studies also looked into connections between these statistics and how solutions can be reached. The World Economic Forum has produced a Global Gender Gap Report for the past 10 years and improvements were made in many countries in

lessening the gap. On the small scale, leadership and educational programs can alter their perception, expectations in order to change the view of women leaders. On the large scale, strives have been made to bring about political and finical changes to lessen the gap; however there is still more work to be done. Identifying solutions will help aid in the reduction of the gender gap.